



WISCONSIN MAIN STREET News

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Eagle River, Platteville, and West Bend Named Main Street Communities

In May 1999, Eagle River, Platteville, and West Bend joined the Main Street Program. These communities attained their designation through a competitive application process. As Main Street communities, they will now receive five years of technical, design, and business assistance. The three communities bring the total number of participants to 31.

"The Wisconsin Main Street Program has earned national recognition for helping downtowns across Wisconsin reclaim their place as centers of commerce and community," said Governor Tommy G. Thompson in announcing the new Main Street members. "Since 1988, the state's Main Street communities have attracted 1,486 new businesses, 7,996 new jobs, and \$255.3 million in new investment to their downtowns."



The former city hall in Eagle River now houses offices and a dance studio.

Eagle River (pop. 1,374)

Eagle River is located on the longest chain of freshwater lakes in the world, which has made it a popular location for summer vacationers. The popula-



Left: Platteville's Main Street Commercial Historic District makes up part of the program area.

Below: The Downtown West Bend Association was established in 1979.

tion increases to almost 6,600 residents in the summer months. The one square mile program area encompasses 265 businesses and 1,395 full-time employees. The Eagle River Revitalization Program was formed in November 1998. It intends to focus on developing a long-range plan to protect the character of the business district for future generations.

Platteville (pop. 10,003)

The newly formed Platteville Main Street Program, Inc. will focus on a 21-block downtown area that includes 95 businesses and 600 full-time jobs. The Platteville Main Street Commercial Historic District makes up part of the program area. It was listed on the National Register of Historic Places in 1990. In addition, the First Congregational Church is also listed on the National Register of Historic Places. The Main Street organization plans to partner with the Chamber of



Commerce and UW-Platteville on downtown development activities.

West Bend (pop. 28,326)

In 1979, West Bend established the Downtown West Bend Association as its downtown revitalization organization. The 19-block area is home to 120 businesses, employing 917 people full-time. There are two properties in the program area listed on the National Register of Historic Places: the Old Courthouse Museum and the Frisby House. The organization plans to complete a downtown market/economic analysis that will further its efforts to create a vibrant downtown business mix.



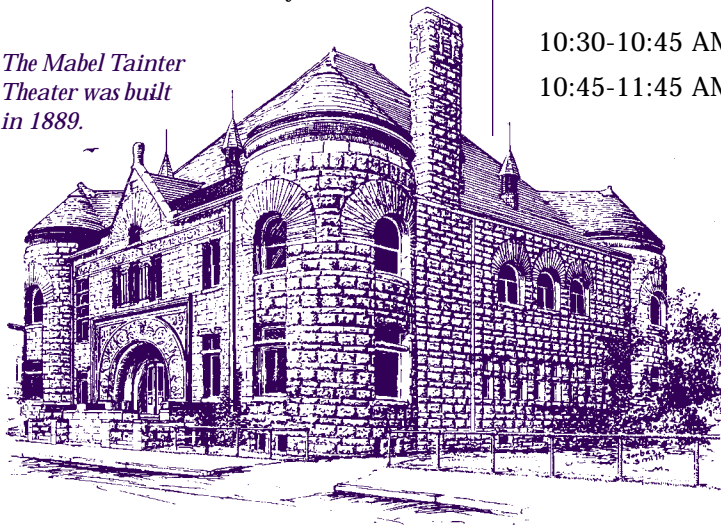
UPCOMING EVENTS

Downtown: In the Spotlight

The theme for the Ninth Annual Governor's Conference on Downtown Revitalization is "Downtown: In the Spotlight." The conference will be held October 5-6, 1999, at Menomonie's historic Mabel Tainter Theater and at UW-Stout. The conference allows participants to share innovative downtown revitalization ideas, initiatives, and experiences. It is sponsored by the Wisconsin Downtown Action Council (WDAC), UW-Stout, the Mabel Tainter Theater, and the Bureau of Downtown Development. The conference features tours of downtown Menomonie; an opening night reception and tour of the Mabel Tainter Theater; the WDAC 1999 Recognition Program; keynote speaker Kennedy Smith, Director of the National Main Street Center; downtown revitalization breakout sessions; luncheon speaker Pat Reisinger, Vice Chancellor for Development and Alumni Services at UW-Stout; and roundtable discussions.

Be sure to take advantage of the special group rate of \$50 a person, if you have three or more attending from the same community.

The Mabel Tainter Theater was built in 1889.



Conference Agenda

Tuesday, October 5

- | | |
|--------------|---|
| 3:00-4:00 PM | Walking Tours of Downtown Menomonie |
| 5:00-6:00 PM | Opening Reception and Tour of Mabel Tainter Theater |
| 6:00-7:00 PM | WDAC 1999 Recognition Program: Taking Center Stage |
| 7:00-8:30 PM | Dinner at the Mabel Tainter Theater |
| 8:30-?? | WDAC Networking Activity |

Wednesday, October 6

- | | |
|----------------|--|
| 7:15 & 7:30 AM | Buses Leave Hotels for the Mabel Tainter Theater |
| 7:30-8:00 AM | Continental Breakfast |
| 8:00-9:00 AM | Opening Session/Keynote Speaker
Kennedy Smith, Director of the National Main Street Center
"Revitalizing America's Main Streets" |
| 9:00-9:30 AM | Walk/ride to UW-Stout campus |
| 9:30-10:30 AM | Breakout Sessions |
| | 1. The Director-Helping Business Owners Find the Right Resources |
| | 2. Casting Call — Nurturing New Local Entrepreneurs within your Community |
| | 3. All the World's your Stage: E-Commerce, Doing Business on the Internet |
| 10:30-10:45 AM | Break |
| 10:45-11:45 AM | Roundtable Discussions |
| | 1. That's the Ticket — Preservation Tax Credits |
| | 2. Making it Big — Business Improvement Districts: Advanced |
| | 3. Featuring an All-Star Cast — Regional Approach to Marketing |
| | 4. From Opening Night to the Curtain Call — Tracking Statistics |
| | 5. A Local Production — Small Town Volunteer Development |



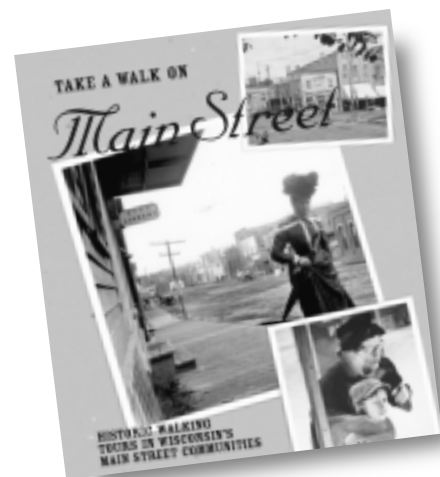
UPCOMING EVENTS

Conference Agenda continued

6. How to Get Rave Reviews — Media Relations with Local Press
7. All's Well that Ends Well — How to Handle White Elephants
8. Behind the Scenes — Sponsorship for Promotional Events
9. Auditioning for the Part — An Overview of Dept. of Tourism Programs/JEM Grants
10. The Show Must Go On — Dealing with Road Construction
11. Much Ado About Something — Rural Downtowns Relationship to the Farm Community

11:45-12:00	Break
12:00-12:45 PM	Luncheon
12:45-1:30 PM	Featured Speaker: Pat Reisinger, Vice Chancellor for Development and Alumni Services, UW-Stout "Fundraising — Setting the Stage for Success"
1:30-1:45 PM	Break
1:45-2:45 PM	Roundtable Discussions Topics repeated.
2:45-3:00 PM	Break
3:00-4:00 PM	Breakout Sessions <ol style="list-style-type: none">1. The Theater District — Making Business Clustering Work2. The Dress Rehearsal: Strategic Planning3. There is No Small Part — Board Responsibility and Ethics (Educational Teleconference Network)
4:00-4:14 PM	Wrap-up
4:15 & 4:30	Buses Leave UW-Stout for the Hotels
5:00-6:00 PM	WDAC Board Meeting

For a conference brochure and registration materials contact Don Barnum at (608) 266-7531.



Walking Tour Honored

The Wisconsin Library Association's Document Services Round Table recently selected the Wisconsin Main Street Program's "Take a Walk on Main Street: Historic Walking Tours in Wisconsin's Main Street Communities" as its winner of the Wisconsin 1998 Distinguished Government Document Award. The award is given annually to the publication issued by a local, regional, or state governmental body in Wisconsin that is judged to be the most outstanding by a panel of librarians who specialize in government documents.

Copies of the guide can be obtained at no cost by contacting the Department of Commerce, Bureau of Downtown Development, Don Barnum, PO Box 7970, Madison, WI 53707, (608) 266-7531.



DESIGN CASE STUDY

Brewery Creek Brewery/Pub/Inn Mineral Point

The George Cobb Warehouse has been a part of downtown Mineral Point for 145 years. Once considered the most prominent building in the village the warehouse has served a variety of purposes. When Jeff and Deborah Donaghue purchased the property in 1995, their goal was to make the building into a vital part of the community again while maintaining its historic appearance. Their mixed-use plan included a modern brewery, a brew pub, an inn, and living quarters. The results are exemplary. Visitors will find it a wonderful place to relax and enjoy a piece of Wisconsin's history.

Building Address: 23 Commerce Street, Mineral Point

Building History: The Brewery Creek building is a three-story limestone structure built in 1854 as a warehouse. The builder, George W. Cobb, was a merchant, trader, and businessman who came to Mineral Point from Indiana around 1846. Cobb later became General Manager of the Mineral Point Rail Road, a position which he held for more than 25 years. Through the years the warehouse was used for many purposes including a cold storage facility, an insulation factory, and a veterinary surgery facility for "Doc Shimming."

Numerous repairs were completed on the building over the years. In the 1980s, the owner tuck pointed the brickwork inside and outside. Later, the internal post and beam structure cracked and caved into the first floor. The owner at this time jacked up the beams until they fit together again and then made the needed repairs to maintain them. Yet another owner built up the rock walls in the rear of the third floor to add headroom after the roof and third floor timbers collapsed. Previous owners also put in additional window openings and closed off the loading door on the first floor.



The restored 20-foot antique bar is the focal point of the pub.

When the Donaghues purchased the stone warehouse in the spring of 1995, it had no plumbing, no heating, no electricity, no interior walls, and no windows or doors.

Scope of Project: The Donaghues worked with architect Dave Burrows to lay out a mixed-use plan which included a modern brewery, a brew pub, an inn, and living quarters for their family. The plan was submitted to the U.S. Department of Interior where it was approved for historic rehabilitation tax credits. The Donaghues acted as general contractors, hiring Tim Marr of Tim Marr Traditional Carpentry as their main sub-contractor. Construction began in July 1997. The facility opened for business in June 1998.

The Pub and Restaurant Just inside the red doors on the first floor of the building is the Brewery Creek Pub and Restaurant. The exterior walls are made of native limestone. The original oak ceiling joists and pine plank flooring are supported by the original hand-hewn oak posts and beams. The wooden furnishings were either created by local craftsmen or are authentic pub furnishings imported from England. The focal point of the pub is the restored 20-foot antique bar.

The Inn In the European tradition, the Brewery Creek Inn is housed on the upper two floors. Private rooms feature whirlpool baths, fireplaces, cable TV, air conditioning, and private phones. Rooms boast exposed stone walls and original hand-hewn timbers and are furnished with a mix of antiques and antique reproductions.

The Brewery In 1835, John Phillips, most likely from Cornwall, England, built a brewery a few hundred yards upstream of the warehouse. It was the first manufacturing business in Mineral Point and also the first commercial brewery in Wisconsin. The Brewery Creek Brewery is a state-of-the-art 15-barrel brew house with the capability of producing 3,000 barrels of beer per year. The custom-made equipment allows production of both ales and lager.

General Contractor: Jeff and Deborah Donaghue

Architect: Dave Burrows, Glueck Architects, Madison, Wisconsin



COMMUNITY SHOWCASE

City of Waupaca Partners with Waupaca Main Street

A close partnership between Main Street organization and local government leads to success. The City of Waupaca and Waupaca Main Street have built their partnerships through initiatives such as the following.

City Council

- The city donates \$20,000/year to the Main Street Program.
- The city council approved giving \$7,688 of room tax money as seed money for Riverfest.
- Main Street donated Riverfest proceeds back to the city for improvements of Riverview Park, including the recent donation of a stage valued at \$25,000-\$30,000.

Department of Public Works

- The department installed 29 bracket sets and banners, which were donated by Main Street.
- Members of the Main Street Design Committee rode with the street department to map out the placement of 23 new directional signs.
- The department dropped off and picked up tire standards, snow-fencing, and street barricades for Riverfest, in addition to running the street sweeper over the Riverfest grounds before and after the event.
- The department kept Main Street and downtown businesses up-to-date when a sewer project tore up downtown streets.
- Main Street worked with the city on a downtown parking forum which surveyed downtown customers, business owners, and property owners.

- The public works director and the city administrator participated in Main Street's downtown vision meeting.

Building Inspector/City Plan Coordinator/Assessor's Office

- The deputy zoning administrator/property appraiser supplies the Main Street office with a monthly report of all building permits issued for downtown properties including project description and cost.
- The assessor's office provided Main Street with a numbered map of all downtown buildings as well as a corresponding list of property owners.
- The building inspector's office assisted the Main Street Design Committee with its Design Guideline booklet.
- The building inspector is a readily available resource for Main Street in a variety of areas including façade improvements, building codes, inspections, and ordinances.
- When the building inspector informs property owners of improvements that need to be made, owners are encouraged to work with the Main Street office.
- City employees volunteered for Riverfest in set-up, security, and selling raffle tickets.



Residents enjoy an outdoor concert in downtown Waupaca.

- The city inspector advised Main Street volunteers on construction techniques and handicap accessibility standards when they built a stage for Riverview Park.

Police Department

- The department provided parking and assistance during Riverfest.
- The chief of police volunteered to spend time in the Riverfest dunk tank to help raise funds.
- Main Street provided a list of contact names and phone numbers of downtown tenants and property owners for an on-going police safety/security project.

City Administrator

- The City administrator attends Main Street board meetings.
- The Main Street office continually receives ideas and information from the city administrator.

Historic Preservation Commission

- Main Street often joins forces with the commission in preservation efforts.
- The commission and the Main Street Heritage Committee share information and assist each other whenever possible.



The Good Idea Department

When a downtown faces a major road reconstruction, it is important to implement a strategy for minimizing economic disruption. Two years ago, Viroqua Partners formed Alley Cats to deal with the upcoming 1999 reconstruction of Main Street. The organization completed a work plan that focused on alleys and back doors of downtown businesses. Weeds, garbage, and a lack of back door signage were the most obvious problems. Viroqua's two downtown banks assisted by extending low-interest loans to downtown property owners for back door as well as façade improvements.

In the spring of 1998, Lieutenant Dawn Mock of the National Guard

visited the Viroqua Partners office to find out for herself what the organization was all about. Two weeks later, the office received a call from the lieutenant who offered the services of 50 National Guard members for a community project. The design committee immediately put together a workplan for the volunteers and secured the necessary tools and supplies.

The National Guard arrived at 8:00 a.m., August 1, 1998. They focused on alley improvement projects, including painting buildings and fire escapes; tearing down old stairways; and cutting and spraying weeds. Additional projects included constructing 45 wooden floor boxes for back entrances; staining and

painting downtown benches; and building fencing for Viroqua's annual Wild West Days. As the day was coming to an end, one Guardsman cheerfully remarked, "If you ever need us again for projects like this, give us a call."

In order to thank the group for their hard work, Viroqua Partners sent each National Guard volunteer a special invitation to the annual Volunteer Recognition Banquet held November 2. The members who attended received a standing ovation when they were called upon to receive their award.



Check out these books!

The Wisconsin Main Street library contains more than 300 books, manuals, workbooks, slide programs, and videos on various downtown topics. Any state resident may check out an item for a three-week period. For more information, call Don Barnum at (608) 266-7531.

The Complete Book of Model Fund-Raising Letters by Roland Kuniholm is a collection of over 350 sample letters and models, plus excerpts, teasers, and opening lines that will help deliver thousands of dollars of contributions to your organization. Models can be used "as is" or easily adapted. Either way, they will help your requests jump out from a

multitude of requests and, most importantly, get a response. You will find letters for every kind of fund-raising effort. In addition, the book provides ingenious "hooks" to help get your envelope opened, pointers for writing strong opening copy, tips for asking for the right gift amount, and structures for your request. There is also information on designing your direct mail package, producing cost-effective mailings, and evaluating the campaign.

Nonprofit Board Answer Book: Practical Guidelines for Board Members and Chief Executives by Robert C. Andringa and Ted W. Engstrom takes a closer look at the practical aspects

of nonprofit governance, including formulating board structure and process, developing a strong partnership between board and staff, and structuring effective board and committee meetings. This straightforward, easy-to-use resource is organized in an easy-to-follow question and answer format and addresses practical issues: dealing with deadwood on the board; setting fair compensation for staff; selecting the best size for a board; keeping track of evolving board policies; establishing a good relationship between the board and staff; deciding when an organization should close up shop.

Statistically Speaking...

1998 National Reinvestment Statistics National Main Street Center
National Trust for Historic Preservation

Through December 31, 1998

Total number of communities listed	1,472
Total dollars reinvested in physical improvements	\$10.9 billion
Average investment per community	\$5,139,000*
Net new businesses	47,000
Net new jobs	174,000
Building rehabilitation projects	60,900
Reinvestment ratio	\$35.43 to \$1.00**
Average program length, to date	5.60 years
Average cost per job created in a Main Street district	\$2,179
Average cost per business created in a Main Street District	\$6,553

Comparison with 1997

Total number of communities listed	1,392
Total dollars reinvested in physical improvements	\$8.6 billion
Average investment per community	\$6,174,000
Net new businesses	43,8000
Net new jobs	161,600
Building rehabilitation projects	48,800
Reinvestment ratio	\$35.1 to \$1.00
Average program length, to date	5.32 years
Average cost per job created in a Main Street district	\$2,733
Average cost per business created in a Main Street district	\$8,902

*The average reinvestment per participating community reflects investment in communities which have recently begun commercial district revitalization programs as well as those which have been actively involved in revitalization for more than a decade. In addition, it includes investment in communities of all sizes and in all parts of the country. For these reasons, communities should be extremely cautious in using it as a benchmark for local performance.

**The reinvestment ratio measures the amount of new investment that occurs for every dollar a participating community spends to support the operation of its Main Street program, based on average annual program costs reported to the National Trust's National Main Street Center.



Web sites to explore

National Center for Nonprofit Boards An organization dedicated to building stronger nonprofit boards and organizations. <http://www.ncnb.org>

Sprawl Watch Clearinghouse Offers a wide range of information, from listings of books and other web sites, to the political aspects of smart growth. <http://www.sprawl.watch.org>

National Society of Fund Raising Executives Professional association for individuals responsible for generating philanthropic support for a wide variety of not-for-profit, charitable organizations. Currently, more than 20,000 members. <http://www.nsfre.org>



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News

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